

JACKIE KENT, BS



VP, Strategy and Special Projects  
Society for Clinical Research Sites

- Pharma executive focused on innovative healthcare technology and clinical trial design and execution
- Board member, Tigerlily Foundation, Circuit Clinical; former EVP, Chief Customer Officer, Medidata Solutions; former IT and clinical trial supply executive at Eli Lilly & Co.
- BS, Computer Science, Butler University

*“Smart Medicine tools allows closer monitoring and reminding capabilities for both patients and healthcare providers.”*

Jackie Kent is a pharmaceutical development executive, healthcare technology executive, board director and trusted advisor with a passion for clinical research where innovative technology works together with research sites and patients ensuring access to clinical trials for all patients. Jackie has over 30 years of experience in pharma and technology, recently retiring as the Chief Customer Officer at Medidata Solutions and continuing her use her experience and passion through boards, advisory and consulting.

*What inspired you to professionally focus on digital health?*

I spent 29 years in big pharma at Eli Lilly. There is so much more we can do for patients, meeting unmet medical needs and making life better for each of us as patients. Digital health is part of how we deliver more to patients, better quality of life as well as a longer life!

*What do you find most interesting/promising about Smart Medicine tools and technologies?*

Better compliance or conformance to the day to day treatment plan will mean better outcomes for patients. Smart Medicine tools allows closer monitoring and reminding capabilities for both patients and healthcare providers. This partnership will allow overall improved oversight to a patients health. In the end, patients will have improved outcomes and there will be a lower overall cost to healthcare.

*Why will the healthcare ecosystem embrace Smart Medicines as a digital solution?*

Monitoring a patients compliance is a weakness in overall oversight of care today. This will allow a closer partnership between patient, care-giver and healthcare provider. This is an unmet need to allow for more remote or virtual healthcare. Critical to the success of virtual clinical trials where compliance to the protocol is required.